

Do You Want to Make a Difference In Your Community?

Are You Dialed In When It Comes to Getting the Word Out?



Invites You to Apply for

PUBLIC RELATIONS OFFICER

ABOUT THE POSITION

- An ambassador for the City of Alameda working to build relationships with the media, businesses and community.
- The Public Relations Officer will work collaboratively with the Executive Management Team to develop and implement communication strategies, create a community engagement plan, and facilitate outreach opportunities.

QUALIFICATIONS

Any combination of education and experience likely to provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: Graduation from an accredited four year college or university with major coursework in journalism, public administration, communications, public relations/marketing, or a closely related field.

Experience: Five years of progressively responsible experience in communications, media relations, public information, and the design and analysis of community engagement strategies and programs. Public entity experience is a plus.

IS THIS YOU?



- Ability to connect with the media, businesses, and residents to facilitate communication with a passion for community-based work.
- A spokesperson with a talent for telling the story and reaching a diverse range of audiences.
- A self-starter able to make a difference and create a sense of community within Alameda and the greater Bay Area.
- An agent for change who will promote the City as an opportunity for economic development.

- In-depth knowledge and understanding of social media platforms: Facebook, Twitter, Google+, YouTube, Instagram, Pinterest, Vine (just to name a few), and how each platform can be deployed in different scenarios.
- Exceptional communication skills.
- Possession of a valid CA driver's license and satisfactory driving record as a condition of initial and continued employment.

AN EQUAL OPPORTUNITY EMPLOYER

The City of Alameda encourages minorities, women and the disabled to apply. It is the City's policy that all aspects of employment and promotion shall be without regard to sex, marital status or disability (except where dictated by requirements of the position), race, sexual orientation, political affiliation, religious creed, color, national origin or age. Qualified disabled persons must be able to perform the essential functions of the position with or without reasonable accommodations. No individual may pose a direct threat to the health or safety of himself/herself or other individuals in the workplace. Barring undue hardship, reasonable accommodations can be made in the application and examination process for disabled individuals or for religious reasons. Requests for reasonable accommodation should be made in advance to the Human Resources Department. Hearing Impaired TDD (510) 522-7538.

RESPONSIBILITIES INCLUDE:

- Develop and refine the City of Alameda's "core" messages to ensure organizational consistency.
- Work with leadership team and staff to identify internal and external communication opportunities and solutions; define and execute appropriate strategies to support them.
- Develop innovative community engagement strategies to inform and empower City residents.
- Identify challenges and emerging issues faced by the City.
- Manage the day-to-day public communications activities of the City, including publications, press releases, public inquiries, presentations, special event marketing, website content and analytics, and social media management.
- Monitor, listen, and respond to users on social media channels and networks.
- Monitor public relations trends in social media and other tools, applications, channels, design, and strategy.
- Develop and oversee content for website, social media, and internet communications.
- Attend community meetings and provide focused staff support regarding media and communications.
- Manage sensitive press issues and serve as primary contact for the media and the public during citywide emergency events. Develop a crisis communication plan.

COMPENSATION AND BENEFITS

(What you get in addition to contributing to the greater good of the community!)

- **Annual Salary:** \$90,401-\$109,882
- **Work Schedule:** Four day, 36-hour work week
- **Retirement Program:**
"Classic" employees: PERS 2% @ 55 plan for applicants currently employed by a PERS agency. Employee contribution including cost share is 8.868%.
"PEPRA" employees: PERS 2% @ 62 plan for applicants not employed by a PERS agency. Employee contribution is 6.75% and is subject to change. The City does not participate in Social Security; however, employees contribute 1.45% for Medicare.
- **Flexible Benefits Plan:** Maximum City contribution for medical benefits is \$1,860.22 depending upon health plan and number insured; dental and life insurance are provided by the City.
- **Vacation:** Two weeks, increasing according to length of service time up to a max of 25 days.
- **Holidays:** 10 observed plus 3.5 floating holidays.
- **Sick Leave:** 12 days per year. Unused sick leave may be converted to PERS service credit upon retirement.
- **Optional Benefits:** Several optional insurance plans are available to eligible employees including vision, flexible spending account, dependent care program, long-term care, additional life and 457 deferred compensation plans.

HOW TO APPLY

1. Submit your creative visual resume. Make sure to include your email address.
2. Provide a response for the following and submit with your resume:

Describe your public relations approach and provide a specific example of how you facilitated communication with an engaged, diverse audience through a wide range of marketing tools. Explain your reasoning for choosing the various marketing platforms. What did you say? Where did you post? Provide a portfolio of up to five work product samples from this particular event.

Both your visual resume and response to question #2 should be submitted to:

<https://www.dropbox.com/request/6wNnvjU2a6i2TxIC4G0r>

Or, submit your responses in person to the Human Resources Department (Monday-Thursday, 8 a.m. – 6 p.m.) at 2263 Santa Clara Avenue, Room 290, Alameda, CA 94501. All submissions must be in by **5 p.m. on September 18, 2015** to be considered.